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Inside Information

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INSIDE INFORMATION is published for distribution to public affairs and information staff members of the U.S. Department of Agriculture, its agencies, State Departments of Agriculture and Land Grant Universities. Individual Items are sent electronically throughout the month to offices on the agricultural information network on the Dialcom Incorporated computer system. These items are then printed at the end of the month for distribution to all offices, including those which do not have access to the Dialcom mail network. Any items, comments or inquiries should be sent to Denver Browning, Editor, Public Liaison, Office of Public Affairs, Room 102A, U.S. Department of Agriculture, Washington, DC 20250, or send to Browning's Dialcom mailbox AGR209, or call at (202) 447-2058. Communicators with USDA agencies, Land-Grant Universities and State Departments of Agriculture are encouraged to submit items to the editor for inclusion in both the electronic and printed versions.

EDITOR'S NOTE: Although timely in the electronic version, some job announcements may reach you too late in hard copy due to the shortness of deadlines. Our policy is to include all electronic items in the end-of-month hard copy.

USDA's Office Of Public Affairs Has Opening For A Public Affairs Specialist

The News Division in the Office of Press and Media Relations in USDA's Office of Public Affairs has an opening for a GS-1035-7/9 public affairs specialist.

Duties include serving as liaison to the black and other minority media, creating and maintaining mail and call lists of such media, preparing story ideas for minority media, and writing, editing, and clearing news releases.

Other duties are attending minority media professional meetings, locating USDA information of interest to minority audiences and from this periodically prepares lists of story ideas to circulate to minority media.

Qualifications for the GS-7 include one year of specialized experience equivalent to the GS-5 grade level, and for the GS-9, one year of specialized experience at the GS-7 level. Substitution of education for experience is possible.

Contact: Laura Farrior, 202-447-5833, USDA, Office of Personnel, Room 27-W, Washington, DC 20250. Refer to Announcement No. OPA-91-18.

Closing date is May 29.

DEPT. OF COMMERCE'S INTERNAT'L TRADE ADMINISTRATION NEEDS TEMPORARY EDITORS

The U.S. Department of Commerce, International Trade Administration seeks experienced technical editors to review, edit, revise, rewrite, proof, and prepare chapter manuscripts and special features for the 600-page "1992 U.S. Industrial Outlook."

Editors should offer a combination of strong editorial and writing skills and solid understanding of economics and business operations.

Qualifications include journalistic and word-processing skills; ability to meet tight, rigid deadlines; ability to work with many authors who have varied levels of analytical and writing skill; and familiarity with the U.S. Government Printing Office Style Manual. Experience with WordPerfect or Wang word-processing software programs is desirable.

Position classification is editorial expert/EC-301-13/Step 10 (\$221/day). Beginning in late August, the duration of the job will be 10-12 weeks. A security clearance is required.

Send resumes and appropriate work samples to John J. Bistay, Project Director, Room 1211, Department of Commerce, Washington, DC 20230. Call Sally Carson at 202-377-4356 for a copy of the position description.

HEAD OF ELECTRONIC PUBLISHING BRANCH IN USDA-OPA PRINTING DIVISION RETIRES

Joseph (Joe) Stanton retired at the end of April after thirteen years in the Printing Division of USDA's Office of Public Affairs. He was head of the Electronic Publishing Branch.

Stanton, honored at a retirement luncheon on April 18 at the Market Inn Restaurant, plans to do some fishing and enjoy life away from USDA.

USDA'S 1991 FARM WOMEN'S FORUM WILL BE HELD IN WASHINGTON, D.C., JUNE 13-14

USDA's 1991 Farm Women's Forum will be held on June 13 and 14 at the Capitol Holiday Inn, Washington, D.C. The theme is "The Three Big E's for the 1990s: Energy, Economics, and Environment," topics suggested by farm women leaders.

Secretary of Agriculture Edward Madigan will address the group, along with other USDA top staff. Assistant Secretary for Economics Bruce Gardner will talk about energy, Deputy Assistant Secretary for Economics Daniel Sumner will talk about economics, and Assistant Secretary for Natural Resources and Environment James Moseley will address environmental issues.

Deputy Under Secretary for International Affairs and Commodity Programs Ann Veneman will provide an overview of international issues.

After the talks, there will be breakout sessions to examine the issues in depth. Then the forum participants will go to the White House for a briefing by key White House staff.

Registration fee for the forum is \$75.00 which covers lunch, breakfast, and breaks. The forum begins at 8:30 a.m. on Thursday, June 13 and ends at noon June 14.

For more information and registration form call USDA's Office of Public Liaison at 202-447-2798, or FAX 202-245-5164.

CONFERENCE THEME SELECTED BY NATIONAL ASSOCIATION OF GOVERNMENT COMMUNICATORS

The National Association of Government Communications (NAGC) has selected as its 1991 national conference theme "The New Decade: Communicating in the 90's."

The conference will center on public affairs communicators during the 90's, stressing changes in demographics, economics, education and racial makeup of the work force and publics.

Speakers and breakout sessions will examine changes in technology and forecast how they'll be used in the future.

NAGC will hold the conference December 4, 5 and 6 at the Westpark Hotel in Rosslyn, Virginia. Registration fees will be \$395 for members, \$595 for non-members.

Tom Kell, U.S. Office of Personnel Management and NAGC vice president for programs, selected Larry Waltman of the Selective Service System and Michael Stirens of the Minnesota Department of Transportation to co-chair the winter conference. Stirens co-chaired last year's conference with Kathryn Hill of USDA's Office of Public Affairs.

Barbi Richardson of the Selective Service System and Linda O'Neil, of the U.S. Consumer Information Center, also are on the committee.

NAGC is a national organization of writers, visual information specialists, broadcasters and others in state, local and federal government established in 1976 to promote a high standard of professionalism in communication to the public.

FELLOWSHIP APPLICATIONS BEING SOUGHT FOR 1992 LEADERSHIP DEVELOPMENT PROGRAM

Fellowship applications are now being accepted for the four-week long, 1992 Leadership Development Program located in Washington, D.C.

Sponsored by the National Center for Food and Agricultural Policy at Resources for the Future, the two two-week programs consist of public policy seminars, workshops, and independent policy projects that cover the full spectrum of food and agricultural policy issues.

The program aims to enhance the fellows' understanding about the issues and processes by which policy is formed and implemented. It will run from January 28 to February 12, and March 1 to March 14, 1992.

Up to twenty-five fellowships will be awarded to mid-career professionals working in a field related to food and agriculture. To apply, you must have a baccalaureate degree, five years work experience, and a desire to become more effective as a leader in your field.

The application deadline is September 13, 1991. For more information and applications forms, write to: LDP, NCFAP, Resources for the Future, 1616 P Street, N.W., Washington, DC 20036. Telephone is 202-328-5000.

PROMOTER OF USDA'S CID SERVICE GIVEN MERITORIUS HONOR AWARD BY SUPERVISORS

Deborah Guido-O'Grady, public affairs office employee of the U.S. Department of State, recently received a Meritorius Honor Award from her supervisors for bringing online distribution of public information to the State Department.

O'Grady's citation honored her for "introducing modern publication marketing techniques and state-of-the-art computer information delivery" to State's public affairs function, "thereby saving the department more than \$400,000 per year in mailing and publications costs."

The citation also said, "... in less than one year, the Computer(ized) Information Delivery Services ... has been transformed (at State) from a little-understood futuristic proposal to a key part of our public outreach."

O'Grady's nomination said developing the CID Service required educating key officials—beginning with her immediate supervisors—as to how a computer delivery system could serve State's information needs while saving money. The award carried a cash bonus with it.

The CID Service O'Grady uses is the one USDA developed and has operated with increasing success and decreasing cost since July 1985. The Commodity Futures Trading Commission also operates its own online service on USDA's CID Service.

'AG IN THE CLASSROOM' WILL CELEBRATE 10TH ANNIVERSARY AT JUNE 8-11 CONFERENCE

Ag in the Classroom (AITC) will celebrate its 10th anniversary at the June 8-11 conference being held at the Ramada Renaissance Techworld Hotel in Washington, DC.

AITC is a national agricultural literacy project coordinated by USDA. Educators and people in agriculture and government from throughout the United States and Canada will meet to share ideas and instructional materials, and to discuss issues facing agriculture and education.

Through AITC workshops and inservice training, teachers learn how to integrate agriculture into the subjects they teach. There is an AITC program in every state, Guam, the Virgin Islands, Micronesia and Puerto Rico, reaching thousands of teachers and millions of students.

For more information on the conference or AITC, contact Shirley Traxler, Director, Ag in the Classroom, USDA, Room 316-A, Washington, DC 20250-2200. Telephone is 202-447-5727.

CALENDAR OF UPCOMING COMMUNICATION EVENTS AND TRAINING OPPORTUNITIES

June 12-14:

VIDEO PRODUCTION SEMINARS FOR PROFESSIONALS
Development Communications, Inc., Alexandria, Virginia
Contact: 703-683-3100 or FAX 703-683-8444

June 29 - July 3:

75TH INTERNAT'L AGRICULTURAL COMMUNICATORS IN EDUCATION CONFERENCE
The Rushmore Plaza, Rapid City, South Dakota
Contact: Emery Tschetter, SD State University, 605-688-4187

July 10:

GPO INTRODUCTION TO REGIONAL PRINTING
GSA Self Learning Center, San Francisco, California
Contact: 202-275-1283

December 4:

NATIONAL ASSOCIATION OF GOVERNMENT COMMUNICATORS CONFERENCE
Westpark Hotel, Arlington, Virginia
Contact: 703-823-4821
